From the Chairman’s Desk…

Seasons Greetings to all of our NMA Members!

This is that infamous time of year when everyone wonders where the past 11 months have gone. I am no exception. My year as Chairman of the Board is drawing to a close and I’m here to tell you that it’s been enormously rewarding and personally fulfilling. Spending time with NMA members at LDC’s, the Annual Conference, chapter meetings, and other events has been uplifting. Our economic times may be tough, but I think most of our chapters have rallied to reality and are even stronger than they were twelve months ago. The drive to become a value-added partner with your respective executive management teams has been pervasive and very, very encouraging to observe.

It is not my desire to recite a litany of accomplishments in the last newsletter of the year; rather, I want to simply say a few Thank You’s and highlight one project we’re tackling that is already starting to reap huge dividends.

First, let me extend my appreciation to our NMA Board of Directors and our family of Associate Directors who attend to the health of their assigned chapters. Your service is integral to NMA’s success. Our Area Chairs have spent considerable time looking at your reports and devising ways to meet the needs of our various affiliates.

That gratitude extends to our Committee Chairs - Dr. Peter Kurzhals, Laura Baszak, Diane Meakin, and John Hojnacki. They have spearheaded such key initiatives as continually upgrading NMA LEADS (Pete), our new presence on the LinkedIn professional networking site (Laura), a stronger nationwide recognition program (Diane), and a stellar job in clarifying and updating our bylaws, policies, and procedures (John).

Secondly, I appreciate how everyone from the Board to the NMA Staff has moved out to grow our Individual Membership Program. In the new economy, people will be drawn to NMA who will not be candidates for membership in a company or community chapter. But they will need that professional society that will help them develop their leadership skills. NMA intends to be that entity.

We started by surveying our Individual Members. We had a surprisingly good response rate from the short, 10-question survey that was sent to over 200 people. We continue to analyze the data and if you are an Individual Member who hasn’t yet completed it, please do so. You can access it right off the home page of the new website or go directly to: http://www.nma1.org/Online_Forms/Survey/New_Member_Survey.html.

What have we learned so far?
1. The number one reason for joining NMA as an Individual Member is “To join a professional network of leaders and managers” followed by “To learn more about leadership and management”.
2. We asked about expanding our online community and the most
From the Chairman’s Desk, cont.

frequently marked response to what would bring the most value was, “An online opportunity to exchange lessons learned and best leadership practices with a wide array of NMA members” followed very closely by, “The chance to network with like-minded individuals and be linked to NMA-recommended online resources.” You asked for more online training and periodic news briefs pertaining to books, articles, blogs, etc., of interest to contemporary leaders. Project management and stress management were the most popular topics for future development.

That certainly gives us some marching orders for 2010…and we’ve already begun to address them with the NMA LEADS online leadership assessment and development system, a new partnership with CRISP publications that provides a plethora of short, cost-effective leadership development courses, and increased offerings of the popular NMA Live Online lunchtime webinars. May I also suggest that you go to http://nma1.us/lrc/online.pdf for the new Winter Schedule of NMA webinars and other free seminars that NMA recommends.

Now, since every retailer under the sun is advertising special “deals” on every kind of merchandise you can think of, NMA is doing likewise. At the bottom of the page you will find a special individual membership sale offer.

Before I close, let me also urge our members to join the NMA group on LinkedIn. The fastest way to get there is to simply go to the terrific new NMA website at www.nma1.org and scroll to the bottom of the first page and click on “LinkedIn”.

May I wish each and every one of you a blessed holiday season and send you best wishes for 2010. Thank you for the opportunity to serve as your NMA Chairman.

Sincerely,

Phil
Philip Delia, Jr.
NMA Chairman of the Board

Chairman’s Holiday Special

Elsewhere in this newsletter you see that NMA is offering an Individual Membership Sale between now and January 31st – only $48 and NO normal $20 registration fee!!! It’s a great idea for college students, colleagues, co-workers, and self-employed friends and family.

To sweeten the deal, I’m announcing a special Chairman’s Incentive through January 31st, 2010. For every new Individual Member (or lapsed membership) that any NMA member sponsors, NMA will send the sponsor a $10 gift card, good at Target or Best Buy. We’ve never done this before, but with plans on the table to expand our offerings to all members, including Individual Members, there has never been a better time to try a special promotion. Everyone wins...the recipient receives an NMA membership without paying a registration fee, NMA gets new members, and YOU receive a gift card! But hurry...this offer is only good until January 31st. To enroll as an Individual Member, the person may go to:

https://secure.cnchost.com/nma1.org/Membership/Individual_Membership_Enrollment.html
Welcome to NMA’s Newest Chapter
Lockheed Martin Leadership Association #565

LMLA Chapter 565 chartered on Tuesday, November 3, 2009. The facility is locally known as the Automated Flight Service Station, a business unit of Lockheed Martin IS&GS - Civil. With the assistance of the nearby Lockheed Martin Leadership Association, formation opened the event and then introduced NMA President, Steve Bailey, CM, who presented the charter and installed the new chapter officers.

The featured speaker for the morning presentation was Alyce M. Sarno, Director of Communications and Community Relations for Lockheed Martin Aeronautics Company in Marietta, GA. The new chapter presented Alyce with an NMA Medallion Award following her presentation.

After a catered luncheon, Ralph D. Heath, Lockheed Martin Executive Vice President - Aeronautics, provided welcoming remarks and spoke to the value of NMA within the Corporation.

The afternoon’s featured speaker was former NASA astronaut Richard Hieb who now serves as Vice President, Lockheed Martin Information Systems & Global Services - Civil. Rick shared tales of his space travels as a veteran of three space shuttle missions. He was a mission specialist on STS-39 and STS-49 and was payload commander on STS-65. Rick spoke of his NMA chapter at Johnson Space Center, where the chapter partners with the company when it comes to onboarding and getting new employees integrated into the daily operations at Lockheed Martin at JSC.

Karmyn Norwood, President of the Leadership Association at LM Aero, Fort Worth, then presented an informative program on the importance of focus as well as recruiting, retention, and membership development. Karmyn was presented with the NMA Distinguished Recognition Award for her participation and financial support of the new chapter. Representatives from other NMA chapters included Alcatel-Lucent in Plano as well as Rockwell Collins and Boeing in Richardson, TX.

Continued on next page -->
Looking for a gift idea this holiday season… NMA Membership is a great gift for college students, co-workers, self employed friends and family. From December 1, 2009 to January 31, 2010, a one year membership is only $48.00 (the $20 registration fee is waived). A handsome gift note will be sent with the NMA New Member Packet which explains the many benefits available along with the NMA label pin, personalized membership card and certificate. Contact Robin Furlong to place your gift order at robin@nma1.org or call 937-294-0421. See more details on page 2.
Meyer Realty Employees Partner for Training
Michelle Hodges

The Pleasure Island Chapter of NMA had an exciting, unique opportunity for members this September! Thanks to Faulkner State Community College’s Workforce Development effort, in conjunction with the Alabama Gulf Coast & South Baldwin Chambers of Commerce and the Alabama Gulf Coast and Foley Convention & Visitors Bureaus, our chapter was able to secure training through the Alabama Technology Network (ATN), a workforce training partner in Alabama’s two-year college system. Over the course of four Thursday evenings, ATN delivered a 6-hour Leadership & Supervisory Management curriculum that included two-hour modules on Leadership, Communication, Motivation, and the DISC Profile (Dominance, Influence, Steadiness, Conscientiousness). ATN, as part of the Alabama Community College System, compromises regional centers that link Alabama businesses with resources from ATN’s network of universities, colleges, businesses, and government to deliver motivating & educational training.

Class comments included:
“I love the focus on people!”

“Rusty’s approach really made it interesting!”

“The interactive exercises really kept the group engaged.”

“Rusty is great!”

“I enjoyed interacting with the other people in class...it was too short!”

“Each topic taught me something new or gave a new twist on what I already knew.”

“Outstanding!”

“The team exercises were valuable.”

Pictured in Front row: Wade Franklin, Debra Williams, Martha Van Dusen, Lorri Rhodes, Michelle Hodges, Tricia Nichols-Swindle, and ATN Instructor, Rusty Hearn.
Techie Corner: Podcasting Made Easy

Gregg Marshall, CPMR, CSP

The ability of Apple iPod and iTunes to gather recordings via RSS (really simple syndication) feeds created a whole new way to distribute music and other recorded audio. That combination for non-music audio became known as Podcasts. Now, even though virtually any MP3 or computer media player supports distribution via RSS, the name has stuck.

RSS makes it possible to subscribe to a series of audio recordings, having them automatically sent to you whenever new ones are available. They usually are also on a website if you don’t want to use RSS, often with a written blog.

Creating a podcast is really as simple as plugging a $2 microphone into your computer’s sound card, firing up an audio recorder program and starting to talk. Most advise you get a better microphone, but they cost well under $100. More information is available at www.podshowcreator.com/why.shtml.

Why would anyone want to become a podcaster? Of course there are a lot of Larry King wanna be’s that can use podcasting to skip the radio station. But if you are a salesperson, or company that has products, podcasts are a great way to make information available that can be listened to anywhere. A study by the Berman Institute of Selling found the average salesperson spends 17 hours a week in their car. Why not use that time for product training or other news about your company? Or create podcasts for your customers on how to use your products?

Creating podcasts is easy, and inexpensive. They are one more tool in your arsenal to differentiate yourself from the competition.

Gregg Marshall, CPMR, CSP, is a speaker, author and consultant. He can be reached by e-mail at gmarshall@repconnection.com, or visit his website at www.repconnection.com.

ICPM Trains and Certifies Military Leaders

Melody Branner, CM
Manager Customer Relations—ICPM

Institute of Certified Managers (ICPM) is extending the Certified Management (CM) certification program into the U.S. Armed Forces to allow military personnel to hone their management and leadership skills. More than 90 leaders in the U.S. Navy, Army and Air Force have applied for CM certification to support security and defense efforts in the field or to facilitate the transition from military to civilian employment.

Military interest in the CM certification has been increasing rapidly with the development of online certification portals, such as the Navy COOL (Credentialing Opportunities Online) and Army COOL programs, which identify credentialing programs that correlate closely with military rank and experience. Partial tuition assistance is provided through the GI Bill and DANTES (Defense Activity for Non-Traditional Education Support). By preparing military leaders for employment in both the public and private sectors - the CM certification is a win-win for everyone.

For information about starting a CM certification program, contact Melody Branner at icpmcm@jmu.edu or 800-568-4120.
Thanks for the Pajamas!!!

Margie Dotson

Dear NMA,

Thank you so much for your most generous donation to the Pajama Program. Every day we receive so many requests from shelters, group homes, schools and other organizations where children are in need of pajamas that it seems like an overwhelming task that we have taken on. Then, we receive help from people like you and within days, we can deliver boxes and boxes of new pajamas and books.

Right now many of the children who ask for our help have to wait, but it is our dream and mission to be able to say to each and every caller that we will get the pajamas out to them that day! Your generosity is essential to our continued mission of providing comfort and love by way of pajamas and books to children in need.

The pajamas and books we deliver to children help them to feel loved and comforted when they lie down to sleep at night. On their behalf, I thank you for sharing your love with them. Again, many thanks for your kindness and generosity.

With Sincere Appreciation,

Margie

Margie Dotson
President, Louisiana Chapter

Introducing NMA’s New Webpage

www.nma1.org

NMA has officially launched a new website design! It’s user-friendly and easy to navigate.

New features include a new “Do It Online” section on the opening page, a search engine, web 2.0 web elements, up to date NMA news, and much much more...

Please stop by and check us out!

www.nma1.org
Problem Resolution—Finding Effective Solutions
Jillian Kern, Professional Development Chair, Lennox Leadership Development Organization

Lennox Industries Quality Team Leader Jerry Stevick spoke with Lennox Leadership Development Organization (LLDO) members on September 30, 2009, about the ultimate goal of problem solving: finding effective solutions. He told the group that effective solutions should:

- Prevent recurrence
- Be within your control
- Meet goals and objectives

Stevick outlined some methods for identifying the root cause(s) of problems, principally 5 Why and Cause/Effect analysis, while members enjoyed some “Root Cause” Floats (aka root beer floats).

Key observations from the event include:
One of the largest obstacles we face as an organization involves accurately defining “the problem”.

Cause and effect are different links in the same chain of events. Difficulty in finding true root cause is often caused by a “limited” view of the chain of events.

You may have to consider two or more causes to ensure the chain is broken.

Following up on Root Cause

A follow-up event was held on October 8 to allow members to discuss some of the concepts presented by Stevick. After working through a 5-Why Case Study, the group discussed obstacles to finding root cause.

Key observations of the group include:
Not enough time.
Failure to make data-driven decisions; Treating observations and speculation as fact.
Failure to follow through with corrective action.
Root cause problem solving mentality not engrained in our culture; Not a priority.

“It’s not root causes we seek; it is effective solutions.”
The Lennox Leadership Development Organization’s (LLDO) Professional Development Committee hosted a Wellness Fair event on Thursday, October 29, emphasizing the importance of finding a healthy balance between work and home. As the poster for fair vendor Anytime Fitness read, “You work to live, you do not live to work.”

Several community vendors, including Anytime Fitness, HyVee, The City’s Parks and Recreation department, and Marshalltown Medical & Surgical Center, were on hand alongside benefit reps and members of our own HR and Nursing staff to speak with fair attendees. Feedback received from Lennox Leadership Development Organization members attending the event indicated it was a success, so we will look to bring it back next year.

Exhibits displayed by community vendors and Lennox personnel fill the Auditorium.

Marshalltown Community College Nursing Students taking blood pressures at the event.

Operations Team Leader John Ernat demonstrates how to hula hoop on a Wii Fit. Finding fun ways to incorporate exercise in your daily routine will help you stick with it long term.
Special Pricing on All eLearning Self-Study Professional Development Courses

For a limited time NMA will be offering special pricing on all of our eLearning self-study professional development courses. NMA is pleased to offer these high-quality business, management and leadership courses in partnership with MindEdge, Inc. a leading information and eLearning company.

Courses are 100% web-based and can be accessed anytime and anywhere with an internet connection, making learning convenient and easy to fit into busy schedules. Courses combine real-world examples, audio/video, interactive exercises and text to enable participants to quickly retain course lessons.

All courses have been developed by industry professionals and subject matter experts and help:

- Enable Project Management professionals to prepare for the PMP® Certification Exam or brush up on key Project Management concepts
- Allow PMP certified individuals to review PMBOK® knowledge concepts and earn Professional Development Units (PDUs)
- Teach non-financial managers necessary basic financial skills and concepts
- Provide new managers or new hires the training they need in: leadership, management, critical thinking, communications, and more.

Enroll now to improve your skills as a manager, or give your employees the resources they need to succeed. And for a limited time save 20% on all our self-study courses, simply click on the education tab at www.nma1.org and enter the discount code NMA20 when registering.

F-22 Raptor Chief Engineer
“Change Begins With Us”
By Rick Miles, Professional Development Chairman
Lockheed Martin Leadership Association Chapter #531

In October, Jeff Babione, Lockheed Martin’s F-22 Raptor Chief Engineer, continued this year’s First Level Leadership seminar series with a presentation entitled “Change Begins with us.” He spoke to participants about results from his own 360-degree assessment and discussed the sometimes difficult steps involved in making significant personal change.

Jeff provided an open and honest discussion of his opportunities for development which includes communicating and making the case for change, synthesizing the team vision, and establishing a communication strategy.

Jeff is currently working to establish a more inclusive environment on the various engineering boards he chairs in which comments and questions are welcomed and perspective is provided on the reasoning for any decisions made. He has set near term goals to spend more time on the floor with members

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It was Sunday. I walked into the football locker room at Wayne State University. I was happy and proud to be an assistant football coach after Saturday’s victory. I saw the head football coach picking up athletic tape off the floor and throwing it into the trash can. The tape had been left over from the players after the game. I said, “Coach, why are you picking up the tape? Let the janitor do that.” He was bent over with a wad of tape in his hand. He looked up at me and said, “Walt, no job is too small!”

I was stunned. Here I was this young whippersnapper, just 25 years old; a college football coach who was too big for his britches and who got carried away with his title. At this moment, I was being humbled by a man who knew what leadership is all about. Leadership starts with being a role model. Be a great role model. It is the best way to inspire your people.

My track coach in high school said, “Your actions are speaking so loud, I can’t hear a word you’re saying.” Your people will follow what you do, not what you say. Show your people that you are willing to roll up your sleeves and do the dirty work. If you ask your people to work overtime, make sure that they see you working overtime.

Once a week, tell one of your people that you’re going to do their job for one hour. To really impress the person, choose a task that is boring or frustrating. When you’re willing to get in the trenches with the people you lead, they will have more respect for you.

You can’t lead from behind your desk. Though your in-box is full, and you’re up to your ankles in alligators, you can’t seclude yourself in your office. You can’t sit at your computer and communicate with your people solely through e-mail. Ken Blanchard, the author of “The One Minute Manager” recommends MBWA, Management By Walking Around. Your people have to see you with your sleeves rolled up. They have to see you on the front lines where the real action takes place.

The good leader manages people. The great leader inspires people!
“Doing the Right Thing” as Cultural Change
Regina Ali-Nur, Lockheed Martin Leadership Association Chapter #531

First Level Leadership courses continue at Lockheed Martin in Marietta, Ga. At the Oct. 29 session, James A. Morris, Business Operations director on the C-130 Program, discussed “Leading Cultural Change by Example” and the challenges and benefits of integrating multiple generations and cultures at Lockheed Martin.

A prominent theme was the first of Lockheed Martin’s core values, “Do the Right Thing.” He talked about the different communication styles currently in the workforce. For example, Generation ‘X’ and ‘Y’ employees are more likely to use text messaging and social networking sites to communicate than previous generations do. Morris pointed out this can often be a challenge for other employees who prefer verbal and face-to-face communications. Coupled with this is the growing need to disseminate information across groups, departments and business units as part of overall knowledge transfer. He talked about how we manage this transfer among veteran employees with their wealth of knowledge and new employees who are eager to learn.

Morris covered how to balance job security concerns of employees who are asked to share their knowledge with younger employees who have grown up “on the other side of the digital divide.” He cited examples within his own group and said programs like mentoring exist to meet this ongoing challenge.

Some employees - of any age - aren’t always comfortable speaking up about processes that may need improvement, but the newest generations in the workforce seem to be less reticent about that than some veteran employees. Morris pointed out that suggesting improvements to “the way we’ve always done it” is the right thing to do. He told of several situations where newer employees came to him about potential issues with no fear of retribution because they feel speaking up is expected.

At Marietta, Ga., Lockheed Martin is seeing benefits for all generations of working together to model the corporation’s core values: Do the Right Thing, Respect Others, and Perform with Excellence. When that happens, every generation can learn from the other, and the employees and the company will succeed.

(From L to R) Regina Ali-Nur; Jim Morris, C-130 Program Business Director; Rick Miles, LMLA VP Professional Development; and Yonel Valme
Gulfstream Management Association Graduates 10 New Certified Managers

Jeff Pickels, GMA President, Gulfstream Aerospace Corporation, Savannah, Ga.

Gulfstream Aerospace Corporation celebrates the graduation of 10 Certified Managers (CM) at the Mansion on Forsyth Park. The CM credential program is offered through James Madison University (JMU) and is valued for its leadership and management skills development. The CM course consists of three modules with exams that students are required to pass within a 15 month period in order to qualify for the CM credential.

The assembled guests enjoyed a wonderful dinner before the evening’s program. Marshall Tuck, 2009 Certified Manager of the Year, presented information on the CM credential and what it means to him as a manager and team member at Gulfstream. The diplomas were presented to the graduates by Barry Russell, VP Gulfstream Customer Support, and Joe Jordan, Director Gulfstream Initial Phase Operations. After the presentation to the new CMs, Barry Russell also presented Marshall Tuck and Larry Hanson with a token of appreciation from Gulfstream for their work and being facilitators of the CM program.

The Gulfstream “Graduation Class”: Arun Balasundaram, Major Assembly - IPT; Julie Bard, Engineering Process Control; John Hughes, CMP Analyst; Cameron Jordon, Data Management Control; Carla McCutchen, Warranty Management; William Miller, Applications & Data Systems; Abhishek Pitti, Final Phase Engineering; James Randolph, Svc Center – IE; Samuel Waldman, Svc Center Avionics; and Gerald Zollars, Advanced Composites.
Season’s Greetings from NMA

Visit us at www.nma1.org